

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Spinnerin Inc

New Jersey Manufacturing Extension Program

New Web Site Increases Spinnerin Dye's Visibility

Client Profile:

Spinnerin Dye, founded in 1939 by Swiss-based Spinnerin, Inc. in South Hackensack, New Jersey, is a dye house for the textile industry. The company is owned by former employees of Spinnerin, Inc., who purchased the company in 1998 and negotiated to retain the original name. Spinnerin processes over 200,000 pounds of white clothing and home furnishings each week for customers such as Wal-Mart, Old Navy, Abercrombie & Fitch, L.L. Bean, and Victoria's Secret. The efforts of Spinnerin Dye's 100 employees generate approximately \$5 million in annual sales.

Situation:

In 2000, Spinnerin Dye decided to increase its visibility to current and new clients. The company turned to the New Jersey Manufacturing Extension Program, Inc. (NJMEP), a NIST MEP network affiliate, to explore potential opportunities.

Solution:

NJMEP and Spinnerin Dye, in cooperation with technical resource BZA Associates, developed a program to develop a web site and monitor progress and results for one year. NJMEP anticipated that the web site would communicate the breadth of Spinnerin's product capabilities and position the company as a world-class, high-quality, professional organization. Working together, the team decided to feature the product capabilities of garment, dip, and tie dying with highly capable color matching. The team also chose to highlight the auxiliary services of garment wash, finishing, screen printing, labeling, and other services.

The website launched in 2001, and the team tracked its performance in terms of generating leads and sales over one year. Spinnerin Dye estimates that, thanks to the website, sales have increased by approximately one quarter of a million dollars.

Results:

Increased annual sales by approximately \$250,000.

Reduced production costs associated with the company brochure by referring clients to the web site.

Testimonial:

www.mep.nist.gov



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“The New Jersey Manufacturing Extension Partnership made identifying the right technical resource for our needs a simple matter in my very busy work schedule.”

Bill Rabadan, Vice President